

Cameron Tan

Senior content and product designer · Sydney, Australia

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SUMMARY

I came up through copywriting, talked my way into behavioural science, then switched to content design at Atlassian. I've spent the last four years as Head of Design at a climate tech startup, writing the product and designing it too.

EXPERIENCE

Feb 2022 – present

Sydney

Head of Design · UPowr

I joined as UPowr's first design hire. I built and run the design function, and the work spans product, content, and brand across the operator platform, installer app, marketing site, and visual identity.

- Leading content and product design for a buy-now-pay-later integration with CommBank, which launched UPowr as the first merchant on the product
 - Leading research and design direction for a ground-up rebuild of the operator platform, validated with a twelve-week customer reference group
 - Rebuilding the marketing site solo over six weeks by using AI to scan forums for voice-of-customer language and to shape the messaging framework before I designed and shipped the site
 - Rebuilding the help centre and embedding it inside the product, with interactive walkthroughs that customers praised in onboarding feedback
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Jan 2019 – Feb 2022

Sydney

Senior Content Designer · Atlassian

I started at Atlassian as a content designer and was promoted to Senior in April 2021. I worked as an IC across two product areas.

On Bitbucket, I led the content design for a major CI/CD integration, writing in-product copy, public documentation, plugin pages, and release notes, and scripting, recording, and editing walkthrough videos that explained the trickiest setup steps. I then moved to admin tools, where I wrote in-product copy and designed UX flows for admins managing data residency and compliance. I also mentored and onboarded a content designer.

Apr 2016 – Dec 2018

Sydney

Advisor · The Behavioural Insights Team

BIT is a social-purpose consultancy that uses behavioural science to improve people's lives. I worked with the Department of Jobs and Small Business, the NSW Rural Fire Service, and the Australian Energy Regulator, doing user research and content design, and running field trials with government staff and frontline workers.

On one program, our redesign of the wage subsidy agreement, flyer and staff scripts lifted staff promotion of the program by 60%, and the department adopted our changes as policy.

May 2011 – Dec 2015

Sydney and Singapore

Senior Copywriter · Profero

I joined Profero as a copywriter and was promoted in each of my first two years, reaching Senior Copywriter. I wrote and developed digital campaigns, websites, and apps for brands including Smirnoff, Johnson's Baby, and Western Union.

In 2014, I transferred to Singapore as the creative director's first hire to help build the new office.

EDUCATION

2026

Form Design Mastery · Adam Silver

2025

Becoming a UX Strategist · Nielsen Norman Group

2017

User Experience Design · Academy Xi

2010

Copywriting and creative advertising · AWARD School

2002 – 2005

Bachelor of Science (Psychology) · UNSW